

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
COMBINED DECLARATION OF USE IN COMMERCE/
APPLICATION FOR RENEWAL OF REGISTRATION UNDER §§ 8 AND 9**

MARK: DAVIDOFF

REG. NO.: 2,884,163

REG. DATE: September 14, 2004

CLASS: 35

OWNER: Davidoff & Cie SA

ENTITY: a corporation organized and existing under the laws of Switzerland

ADDRESS: 2, rue de Rive
1200 Geneva
Switzerland

OUR REF: DVF 0303144

**Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451**

The above identified owner is using the mark in commerce on or in connection with the following services listed in the existing registration:

Class 35: Retail store and electronic retailing services via computer featuring tobacco products, cigars, smokers' articles; promoting the goods and services of others by providing information about the products and services via web pages; public relations; ~~dissemination of advertising for others via the internet; providing consumer information via the internet; sales promotion of third parties via the internet and~~ providing updating of advertising material to third parties; direct advertising by mail order, in particular by means of the internet

as evidenced by the attached specimen showing the mark as currently used in commerce.

The owner requests that the registration be renewed for the services identified.

ADDRESS FOR CORRESPONDENCE

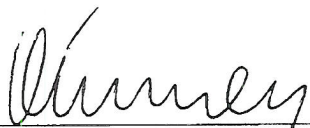
The owner requests that all correspondence in connection with this declaration be directed to the law firm of Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, (212) 813-5900; Attn: Susan Upton Douglass.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

The firm Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, is hereby designated owner's representative upon whom notices or process in proceedings affecting the mark may be served.

DECLARATION

The undersigned, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that he/she is properly authorized to execute this paper on behalf of the Owner; and all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

By: 

Davidoff & Cie SA

Name: Hermann Dünner

Title: Director

Date: 19 November 2013

By: 

Name: Dr. Patrick Schädler

Title: General Legal Counsel

Date: 19 November 2013